

Minority- & Woman-Owned Business Success Story:

GRASSHOPPER COMPANY



Moundridge, KS



Exports to Italy, Czech Republic,
South Africa, Chile, & more



Uses Export Credit Insurance



Challenge

Since 1969, The Grasshopper Company specialized in manufacturing mowers with a zero-degree turning radius. When the company introduced a new steering method, they knew international growth would be slow but certain.

To do so, Grasshopper faced the challenge of comfortably extending credit to buyers. Most international markets lack the payment security instruments of the USA, or they are complicated to develop and enact in the legal framework.

Solution

Grasshopper learned of Export Credit Insurance through Trade Acceptance Group, an EXIM Platinum-tier broker. By mitigating the risk of nonpayment, Grasshopper could pursue cautious incremental markets growth without overextending their credit parameters. This allows them to focus on what they do best: developing great products and the providing excellent customer service.

Grasshopper products are currently sold in 54 countries, and EXIM has supported more than \$1.7 million of their exports to date.

Results

“EXIM policies have allowed us to focus on product development and relationships, and to develop certain international markets to the extent that would not have been possible where the lack of familiar security mechanisms would otherwise limit our exposure.”

Trent Guyer, Marketing VP of Grasshopper Company

**Make Your Own
Success Story:**

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